

A New Guide Helps Travelers See Hoi An Beyond the Lanterns

The English language platform brings together Hoi An history culture food places and trip planning for international travelers

HOI AN, QUANG NAM, VIETNAM, August 19, 2026 /EINPresswire.com/ -- HOI AN, VIETNAM, Aug. 19, 2026 — hoian.co today announced the launch of an independent English-language travel information platform for international visitors to Hoi An. The new guide brings together historical context, cultural explanation, food stories, place-based information and practical trip planning to help travelers understand the destination beyond a short list of familiar attractions.

Hoi An is widely recognized for its lantern-lit streets, historic merchant houses and compact Old Town. These places remain central to the visitor experience. However, travelers

planning a first visit may find that short attraction lists and fixed itineraries provide limited context about how the town developed, how its historic center relates to the wider region or how to choose experiences according to personal interests and available time.

The new platform was developed as a single-destination guide rather than a tour-selling site or an attraction-ranking service. It approaches Hoi An as a living place shaped by its history as a trading port, its river and coastal environment, the work of local communities, food traditions and the daily choices involved in travel.

The site is organized around connected sections that help readers move from broad orientation



hoian.co is an independent English-language travel information platform focused on Hoi An, Vietnam. It covers the town's places, history, culture, cuisine, everyday life and practical trip planning.

to more detailed planning. Explore introduces [Hoi An Ancient Town](#) and the places beyond its historic center. History and Culture examines the town's trading-port past, architecture, community spaces and local history. Cuisines looks at food through market life, local traditions and historical context. Plan Your Trip provides information on timing, transportation, itineraries and other practical decisions before arrival.

The editorial model is intended to help readers decide what matters most to them rather than encourage every visitor to follow the same route. Travelers interested in architecture may choose to spend more time exploring historic buildings and community spaces in the Old Town. Food-focused visitors can learn about dishes such as Cao Lau in relation to local practices and the town's wider cultural setting. Those with additional time can compare river, coast and nearby village experiences without assuming that every activity belongs in one itinerary.

The platform also distinguishes between relatively stable knowledge and information that requires fresh verification. Historical and cultural articles aim to separate documented facts from local memory, legend or interpretation when relevant. Practical travel guidance identifies details that should be rechecked before departure, including weather conditions, transportation schedules, access arrangements, opening hours and ticket policies.



Rather than presenting one fixed route through the destination, hoian.co helps readers decide what is most relevant to their travel style.



As the afternoon sun sets, the banks of the Hoai River take on a dreamy beauty, captivating anyone who stops to admire it. The gentle light of the setting sun spreads softly across the tranquil water, reflecting off the moss-covered rooftops and the gradu

The launch is intended for first-time visitors to Vietnam, independent travelers, culture-minded readers, food travelers, history enthusiasts and people who prefer to explore at their own pace. The content does not promote a fixed package, rank commercial providers or position local life as a tourism backdrop. Instead, it provides context and planning support so visitors can make more informed decisions about how they spend time in Hoi An.

Hoi An's historic core is one part of a larger setting that includes rivers, coastlines, markets, neighborhoods and craft communities. The town is both a heritage destination and a place where people live and work. hoian.co was created to make these connections accessible to international readers without reducing the destination to a checklist.

The platform is part of the Vietnam Heritage content ecosystem. While Vietnam Heritage provides broader information about the country, hoian.co focuses specifically on Hoi An and the places, histories and experiences that shape a visit.

Readers can learn more about the guide and its editorial approach at <https://hoian.co/about/>.

About hoian.co

hoian.co is an independent English-language travel information platform focused on Hoi An, Vietnam. It covers places, history, culture, cuisine, everyday life and practical trip planning for international travelers. The platform is part of the Vietnam Heritage content ecosystem and prioritizes accuracy, context and respectful travel.

Media Contact

Dung Quy Hoang

Editor

hoian.co

+84904437468

hello@hoian.co

<https://hoian.co/>

Dung Quy Hoang

Hoi An Co

+84 904437467

[email us here](#)

Visit us on social media:

[Facebook](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935393855>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.